FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: S00039118 **Type of Permit:** STILL **Release Date:** 04/13/2011

Production Company ATIBA JEFFERSON PHTOTOGRAPHY

Insured Company Name ATIBA JEFFERSON PHTOTOGRAPHY

Contact Phone No. 1 323-251-1779
Contact Phone No. 2
Fax
Address 3391 N KNOLL DR
LOS ANGELES, California 90068

Production Title P ROD- MOUNTAIN DEW

Type of Production Still Photo

Producer Atiba Jefferson

Director Atiba Jefferson

1st AD Atiba Jefferson

Production Manager Atiba Jefferson

FilmL.A. Coordinator Erica Wade

Location Manager Atiba Jefferson
Primary Phone Mobile - 323-251-1779
Secondary Phone Office - 323-251-1779

Location Assistant Atiba Jefferson
Primary Phone Mobile - 323-251-1779
Secondary Phone Office - 323-251-1779

Fees

FILMLA STILL APPLICATION FEE	$60.00
LA CITY DEPT OF REC AND PARKS PARK MONITOR FEE	$190.00
LA CITY DEPT OF REC AND PARKS STILL PHOTO USE FEE 15 PLUS PERSONS	$150.00
LA CITY DEPT OF REC AND PARKS MONITOR ADMIN FEE	$76.00

Total Permit Fee $476.00

Number of Locations 4

NOT A PERMIT

Permit #S00039118

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Summary Information — Location

Permit Number	S00039118	**Location Manager**	Atiba Jefferson
Production Company	ATIBA JEFFERSON PHTOTOGRAPHY	Primary Phone	Mobile - 323-251-1779
Insured Company	ATIBA JEFFERSON PHTOTOGRAPHY	Secondary Phone	Office - 323-251-1779
Production Title	P ROD- MOUNTAIN DEW		

Location Address 415 S St Louis St, Los Angeles, CA, 90033

Location Type Park

Location Description HOLLENBECK PARK

Film Dates 4/14/2011 - 4/14/2011 13:00 - 18:00 1 day

Open or Closed to the Public Open

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Hollenbeck Park.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	8
Vans	2

Personnel on Location

Type	Quantity
Cast	7
Crew	8
Rec & Park Monitor required	1

Filming Activities All exterior establishing action still shots of models with skateboards; against scenery; Shooting in skate park area; Reservation# 32838;

Jurisdiction **Political:** Los Angeles City - Council District 14 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 635 **Grid:** A5

Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — ReyRonald Pineda
LOS ANGELES POLICE DEPARTMENT — Melissa Hernandez

Coordinator Note (1) RAPG MONITOR REQUIRED 1PM TO 6PM

HOLLENBECK SKATE PARK

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

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Summary Information — Location

Permit Number	S00039118	**Location Manager**	Atiba Jefferson
Production Company	ATIBA JEFFERSON PHTOTOGRAPHY	Primary Phone	Mobile - 323-251-1779
Insured Company	ATIBA JEFFERSON PHTOTOGRAPHY	Secondary Phone	Office - 323-251-1779
Production Title	P ROD- MOUNTAIN DEW		

Location Address 10 Frwy, 110 Freeway, 101 Frwy, Alameda St., Inclusive (Excluding Freeways), Los Angeles, CA, 90071

Location Name DOWNTOWN DRIVING GRID

Location Type Driving grid

Location Description Downtown Grid

Film Dates 4/14/2011 - 4/21/2011 07:00 - 22:00 8 days

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with merchant activity
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2
Vans	2

Personnel on Location

Type	Quantity
Cast	3
Crew	10

Filming Activities Exterior action still shots of models skateboarding, against scenery; All handheld equipment.;

Jurisdiction **Political:** Los Angeles City - Council District 09 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** E4

Location Notes Must Comply with Attached Downtown Conditions

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
On private property and/or legally in the street

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Summary Information — Location

Permit Number	S00039118	**Location Manager**	Atiba Jefferson
Production Company	ATIBA JEFFERSON PHTOTOGRAPHY	Primary Phone	Mobile - 323-251-1779
Insured Company	ATIBA JEFFERSON PHTOTOGRAPHY	Secondary Phone	Office - 323-251-1779
Production Title	P ROD- MOUNTAIN DEW		

Location Address Main St.,- 101 Frwy.,- 10 Frwy., 5 Frwy., Los Angeles, CA, 90031

Location Type Walking Grid

Film Dates 4/14/2011 - 4/21/2011 07:00 - 22:00 8 days

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2
Vans	2

Personnel on Location

Type	Quantity
Cast	3
Crew	10

Filming Activities Exterior action still shots of models skateboarding; all handheld equipment;

Jurisdiction **Political:** Multiple Jurisdictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634 **Grid:** H/J-2/3

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Coordinator Note EXCULES ARTS DISTRICT AND CHINATOWN

Parking

Base Camp
Location Type : Filming Location

Parking Notes
on private property and/or legally in the street

Crew Parking
Location Type : Filming Location

NO PERMIT

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Summary Information — Location

Permit Number	S00039118	**Location Manager**	Atiba Jefferson
Production Company	ATIBA JEFFERSON PHTOTOGRAPHY	Primary Phone	Mobile - 323-251-1779
Insured Company	ATIBA JEFFERSON PHTOTOGRAPHY	Secondary Phone	Office - 323-251-1779
Production Title	P ROD- MOUNTAIN DEW		

Location Address LA River, Soto St., 10 Frwy., Washington Blvd., Los Angeles, CA, 90023

Location Type Walking Grid

Film Dates 4/14/2011 - 4/21/2011 07:00 - 22:00 8 days

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Cast/Crew vehicles	2
Vans	2

Personnel on Location

Type	Quantity
Cast	3
Crew	10

Filming Activities Exterior action still shots of models skateboarding, against sceney; All handheld equipment.;

Jurisdiction **Political:** Multiple Jurisdictions **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 634/635/674 **Grid:**

Approvals LOS ANGELES POLICE DEPARTMENT Mark Buck

Parking

Base Camp
Location Type : Filming Location

Crew Parking
Location Type : Filming Location

Parking Notes
On private property and/or legally in the street.

NOT A PERMIT

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

Film Production Guidelines

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- OK to have still photo shoot at the Hollenbeck Skate Park.
- Co. does not have exclusive use of any area of the park.
- OK to have up to 2 minutes of intermittent pedestrian control only.
- Must work around patron activities.
- All vehicles must be parked legally off site.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.

NOT A PERMIT

- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

S-39118
ATIBA JEFFERSON PHTOTOGRAPHY -- P ROD- MOUNTAIN DEW
(HOLLENBECK PARK)

NOT A PERMIT